

## RENTS FALL AS MASSES MOVE TO OUTSIDE HOMES

Subways Free People From  
Extortions of the  
Landlords.

### MORE TUNNELS WANTED

Experts Show City Could  
Build Needed Lines at  
a Big Profit.

Residential rents in Manhattan are falling. Flats and dwellings in many sections are cheaper than they were a year ago. Old tenants do not realize the fact be-

### MILTON L'ECLUSE SELLS LOTS OF LONG ISLAND LOTS.



He was born at Bayport, L. I., and is President of S. Osgood Pell & Co. The Real Estate Exchange of Long Island gave him a silver loving cup last week at its annual banquet.

cause their landlords do not come around and reduce rents. But those who move are able to get cheaper homes. Where rents are not lower the owners offer one or two months free, which is practically the same as a reduction in rent.

Ten per cent. measures the average drop in Manhattan. Several causes are found for the decline.

On the lower east side and in cheaper tenement districts the sensational rent strikes of the past few weeks have forced landlords to a more liberal view of the situation. Rather than risk trouble with tenants they are compromising by means of small reductions.

In exclusive apartment-house sections more pronounced declines are in progress. The reason is due almost entirely to the financial troubles which have been harassing the wealthier classes. Such persons are trying to economize by seeking cheaper homes. Some have moved out of town. Others have not been able to pay their rent at all. And the demand for such costly quarters has shrunk to a comparatively small volume.

#### Homes in Flats Cheaper.

As owners depend on rentals to pay interest on mortgages and costs of operation, many have been placed in desperate straits, either through vacant apartments or uncollectable rentals. Not a few foreclosure suits have been started and many more have been threatened. So many high-class apartments are vacant that owners are forced to reduce rents in order to compete with each other for tenants.

But the main fall in rents is felt in middle class districts. There are vacant flats on every block where rentals range from \$25 to \$40 a month. Vacancies seem to increase. Agents report much difficulty in finding new tenants at old prices. To fill the vacant apartments they have to reduce rents or give the free rent equivalent.

Careful investigations in these middle class districts prove that the disappearing tenants are joining the overflow to the suburbs. The number is so large that it threatens to leave Manhattan with a net loss in population for the year.

#### Subways Make Rents Lower.

In tracing the transformation of homes centres it has been found that a widespread readjustment is under way in Manhattan as well as in the outside sections. Of the total removals in a given district only a fair percentage of families goes direct to the suburbs. Many move into cheaper homes or into better homes at the same price. The suburban movement is recruited from all quarters, and the net result gives a better chance to move around, thus improving their home conditions.

### BURGARS CHLOROFORM 14 PERSONS, GET \$2,000.

Two Families Stupefied by Drug  
While Thieves Gather Cash  
and Jewelry.

Detectives have found no trace up to to-day of burglars who chloroformed two families, those of Herman Graugner, of No. 328 East Twenty-first street, and James Bergin, of No. 222 East Twenty-first street, and robbed them of cash and jewelry worth \$2,000.

Graugner, his wife and five children, three of them young women, were stupefied Thursday morning. Graugner was \$1,600 which he had hoarded in his vest lining, well sewed up. His \$75 watch was also gone. There was a strong chloroform odor in the room.

Mrs. Bergin awoke and detected the odor of the drug. She immediately called the police. The burglars there and \$14 in cash and a \$50 gold watch and chain, besides other jewelry. Mrs. Bergin found her husband and five children very drowsy.

## NEW YORK'S ADVERTISING HISTORY FOR 1907

New York World Only Paper  
to Gain in Dry Goods.

LEADS ALL OTHERS IN ITS  
GRAND TOTALS.

In Dry Goods Advertising The  
World Gains 212,000 Lines and  
Herald Loses 487,000 and  
American 93,000 Lines—  
Prints More "Wants," &c.,  
Than Any Other Paper.

(From Newspaperdom.)

With the closing of 1907 some remarkable facts concerning the relative strength of our New York City newspapers came to the surface; facts which have attracted the attention not only of space buyers but of the country's publishers as well. That there has existed a strenuous effort on the part of the three larger morning and the three big evening papers to gain advertising supremacy or preponderance is too well known to necessitate comment here. The point of most importance is: "Which newspaper really printed the most advertising, which newspaper appears to have 'made good' to the extent where advertisers have finally made it possible for some one paper to be honestly considered the 'king pin' of them all?"

It is my effort here to make plain only absolute facts, and to present them in unvarnished English. Nothing shrewd juggling of figures nor carefully hidden truths will be tolerated for a moment. I shall give facts just as I found them after a careful investigation and study of complete advertising records for 1907.

I shall take up here first the relative strength of the Morning and Evening Worlds, and the American and the

Journal. In 1907 the two Worlds printed the astonishing grand total of 12,912,381 aggregate lines of advertising, as against a grand total of 12,107,560 lines by the American and Journal. These figures, it will be seen, give the two Worlds for 1907 a grand total lead of 804,821 over the American and Journal. In 1906 the two Worlds led the same papers by 2,933,329 lines. Notwithstanding the money panic of the past two months or so, which affected advertising to some extent, it is seen that the two Worlds increased their lead over the other two papers by over 800,000 lines.

As the size of any newspaper's dry goods advertising patronage is considered the true test of a paper's ability to "make good," perhaps it will be well to give the figures of totals printed by the two big evening newspapers. Here are the totals printed by the Evening World and the Evening Journal for two years:

	1907	1906	Gain
Evening World	3,313,021	3,207,854	105,167
Evening Journal	3,313,021	3,207,854	105,167

Gain by World over Journal..... 105,167  
Speaking of dry goods advertising, the marvellous fact that the Morning World was the only New York City morning newspaper to make gains in dry goods business naturally proves that the World's advertising is more popular. No advertiser disputes that the paper which returns the greatest value in service is the one which ultimately succeeds in gaining in any city the dry goods advertising supremacy. This being recognized logic, it is unnecessary for me to dwell here upon "World dry goods advertising quality."

Simply because the records I give below speak for themselves and far more eloquently and much more convincingly than could I, even were I to use almost endless words in an effort to explain.

#### DRY GOODS ADVERTISING.

	1907	1906	Gain
World	2,920,084	2,617,854	302,230
Herald	2,256,119	2,879,681	Loss 623,562
American	2,905,493	2,778,081	Loss 127,392

All three big morning papers made vigorous and persistent bids for "want ad" supremacy, too. Since the World has brought the rates for this class of business away up to where it is highly profitable, at least in so far as The World and Herald are concerned, classified advertising is now considered a most valuable adjunct to any newspaper's advertising patronage. It is generally conceded by advertisers that "want" supremacy means a circulation of many extra thousands over those newspapers it leads.

The figures before me—and they are absolutely accurate—show that The World led most decisively in "want" business. Here are the figures showing the totals printed last year by the three more important morning papers:

	1907	1906	Gain
World	3,074,102	2,583,827	490,275
Herald	2,583,827	3,074,102	Loss 490,275
American	2,583,827	3,074,102	Loss 490,275

World led Herald by 490,275 lines. After a careful study of the facts presented in this article, the advertiser

can draw, or come to but one conclusion—that the Pulitzer papers are the leaders of the newspapers printed in a city where are made the greatest and best "wants" printed anywhere in the whole world. Supremacy comes only after a newspaper has become the most persistent, continuous, and profitable advertising medium. The day when advertisers are influenced by anything other than absolute results is past. Carefully designed and flowery arguments are no longer a tempting bait to advertisers, for they have spent too many fortunes and thousands in experiments and for their experiences to be influenced by anything save cold, naked results.

### ARGENTINE TO GREET TORPEDO BOAT FLOTILLA.

RIO JANEIRO, Jan. 18.—Irving B. Dudley, the American Ambassador, has received a despatch from the Argentine Minister of Foreign Affairs saying that the Government is preparing to receive the American torpedo-boat flotilla at Buenos Ayres with befitting ceremonies of welcome.

The Government is gratified that the vessels are coming to an Argentine port, and it will be glad again to give evidence of the friendship which unites the two Republics.



I want every chronic rheumatic to know away all medicines, all liniments, all plasters, and give MUNYON'S OX RHEUMATISM CURE a trial. No matter what your doctor may say, no matter how prejudiced you may be against all advertised remedies, go at once to your druggist and get a bottle of the OX RHEUMATISM CURE. There are 100 doses in a bottle, and as one dose will take away all aches and pains, and a cure generally follows before one bottle is used.

## Church Can Help in War Against Consumption.

Whatever relieves suffering belongs to Christianity. The terrible ravages of consumption can be checked through concerted action. People should realize the necessity for supporting the societies engaged in the humane warfare against the dread scourge, and to awaken them to this need there is no more feasible way than for the churches to direct their generous enthusiasm toward the humane work.

Consumption is a most insidious disease, often securing a firm hold before the victim is at all conscious of danger. No precaution to guard against the deadly germ should be overlooked.

Neglect of an ordinary cough has been known to result in consumption. To break up a cold quickly and cure any cough that is curable, there is nothing so effective as the mixture of two ounces of glycerine with eight ounces of whiskey and a half ounce of Virgin Oil of Pine. Use in teaspoonful doses every four hours. Five

ounces of tincture Cinchona compound can be used instead of whiskey with the same effect.

The ingredients are inexpensive and can be purchased without trouble at any good drug store. To avoid substitution of some inferior pine product for the Virgin Oil of Pine it is better to purchase each separately and mix them at home.

The genuine Virgin Oil of Pine is put up for dispensing, only in ½-ounce vials, each vial securely sealed in a round wooden case with an engraved wrapper showing plainly the name—Virgin Oil of Pine compound pure, guaranteed under the Food and Drugs Act of June 30, 1906, Serial No. 451, prepared only by Leach Chemical Co., Cincinnati, O. Be sure to get the genuine, as the oil sold in bulk and cheap imitations put out to resemble Virgin Oil of Pine in name and style of package are ineffective, being largely composed of a distillation of pine needles, or leaves, instead of from the pine tree proper.

These pine needle oils are not intended for internal use, and when taken internally usually cause nausea. Their use is mainly confined to the manufacture of soap and similar purposes.

## JAMES MCGREERY & CO.

23rd Street 34th Street

FURNITURE. In Both Stores.

### Semi-Annual Sale

Craftsman and Quaint Mission Furniture.

A complete collection including numerous odd and unusual pieces. Many models that cannot be duplicated, at about one-half usual prices.

Chairs and Rockers...	3.25 and 4.50
Arm Chairs and Rockers.....	6.50
Large Roomy Arm Chairs and Rockers .....	7.50
Morris Chairs, with loose cushions	19.50
Sideboards.....	25.00
China Closets .....	19.50
Bookcases.....	18.50
Settles.....	25.00

Entire Dining Room, Living Room and Bedroom Suites, Chests, Costumers, tea and lunch Tables. Considerably reduced.

BLANKET DEPARTMENTS. In Both Stores.

On Monday, January the 20th.

Sale of Comfortables and Blankets.

150 Comfortables, filled with down. Silk brocade centres finished with extra wide Liberty Satin borders and mercerized sateen back. Pink or Blue. Full size, 10.00 value 15.00

75 extra quality, Imported Blankets. Plain colors, Jacquard figures and checks. A variety of desirable colors. Double bed size. 16.50 to 27.50 unusual value

RUG DEPARTMENTS. In Both Stores.

On Monday, January the 20th.

Sale of Oriental and Domestic Rugs and Carpets.

Kerman and Sarouk Carpets. Best quality. Size about 9x12 ft. 325.00 former price 500.00

Kerman Rugs. About 4x6 ft. 6 in. 75.00

India, Fine Persian and Ghorovan Carpets. About 10x14 ft. 6 in. 150.00 and 200.00

460 medium size Rugs, Daghestan, Mosul and Persian weaves. 11.00, 12.00, 15.00, 17.00 and 21.00 one-third less than usual price

Domestic, Axminster and Wilton Rugs. Size 9x12 ft. 25.00 and 30.00

Plain and figured Velvet Carpet. Best quality. 1.00 per yard usual price 1.75

## JAMES MCGREERY & CO.

23rd Street 34th Street

## Your Savings Will Be Safe

IN ANY SOLVENT BANK—OR IF INVESTED IN ANY ONE OF THE "BARGAIN" HOUSES, LOTS OR FARMS OFFERED THROUGH SUNDAY WORLD "REALTY" ADS. TO-DAY.

## Another Boileau Girl Art Calendar FREE



TO-MORROW  
With Sunday World  
In Greater New York

Without doubt this is the  
most beautiful Art Supplement  
ever given away  
with any newspaper.

So you'd better make sure of getting a  
copy of To-Morrow's Sunday World by  
ordering from your newsdealer To-Day.

## Other Sunday World Features:

A Page of Stunning Portraits That Interestingly Compares American and English "Beauties."

With Cupid as Her Ally, She Marries Her Fourteenth Husband and Is Happy.

Does the Affinity Mi robe Lurk in the Long Hair and Cling to the Fleeting Fingers of Musicians?

First Photographs Ever Taken of the Tombs of the Patriarchs, Which Have Only Been Seen Twice by White Men Since the Crusades.

The Remains of Pocahontas Have Been Found.

The Newest of Electrical Wonders That Is Shaking the Theories of Experts.

How a Tiny Imperfection in the Human Brain Will Make One a Criminal Is Explained by Cesare Lombroso, the Distinguished Scientist.

The "Stormy Day Girl" Is Featured This Week on the "Home Page" by Margaret Hubbard Ayer.

The "Hotel Clerk" Solves the Money Problem.

Beautiful Girls from the Golden West Who Have Invaded New York and Won Success in Various Avenues of Endeavor.

To Add Spice to Your Day of Rest Don't Miss Gne Carr's "Step-Brothers," George McManus's "Newly-Weds," &c., in "Funny Side."

Philip Baileman

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Sunday, January 26, 8 Pages of Waltz Music from "The Merry Widow,"  
Authorized Edition, by Arrangement with Owners of Copyright.

## JAMES MCGREERY & CO.

23rd Street 34th Street

SILK DEPARTMENTS. In Both Stores.

"McCreery Silk."

Exhibition and Sale of new weaves and colors for Spring and Summer dress, including Satin Ondoyant, Liberty Satin, Satin Messaline, Printed Foulard, Taffetas, Pekin and Cadrille.

On Monday and Tuesday,  
January the 20th and 21st.

Sale of 5,000 yards, superior quality,  
Black Taffetas Silk. 26 inches wide.

80c per yard  
former price 1.10

BLACK DRESS GOODS. In Both Stores.

On Monday, January the 20th.

Imported Black Broadcloth. Sponged and shrunk, spot proof. 52 inches wide.

1.35 per yard  
value 2.00

Imported Black Voile. Chiffon finish. 42 inches wide. 75c per yard value 1.00

COLOR DRESS GOODS. In Both Stores.

On Monday, January the 20th.

Sale of Colored Dress Fabrics at greatly reduced prices.

Broadcloth in street and pastel shades. Mixed Suitings, stripes, checks and plaids in Cloth and Serge.

75c per yard

First floor, Twenty-third Street  
Second floor, Thirty-fourth Street

WASH DRESS GOODS. In Both Stores.

Complete assortment of the latest novelties in White and Colored Washable Fabrics such as Bordered Mull in all the new two and three tone combinations of colors, Silk Mull, Bordered Scotch Zephyrs, Embroidered Voile, Silk and Linen Novelties in various color combinations, French Linen, colors and white, Pekin stripes, Scotch Gingham, Madras and Zephyrs.

On Monday, January the 20th.

Sale of Scotch Zephyr. A large assortment of cords, stripes, checks, block and broken plaids. 27 inches wide.

Scotch Zephyr—small, medium and large checks. Two and three color combinations. 32 inches wide. 18c per yard

LINEN DEPARTMENTS. In Both Stores.

Second Floor.

On Monday and Tuesday,  
January the 20th and 21st.

Sale of fine Irish Double Damask Table Cloths, at about one-half usual prices.

Table Cloths.  
2 x 2 ½ yards..... 4.75  
usual price 7.50  
2 ½ x 3 yards..... 7.25  
usual price 12.00

Odd dozens of Napkins at reduced prices.

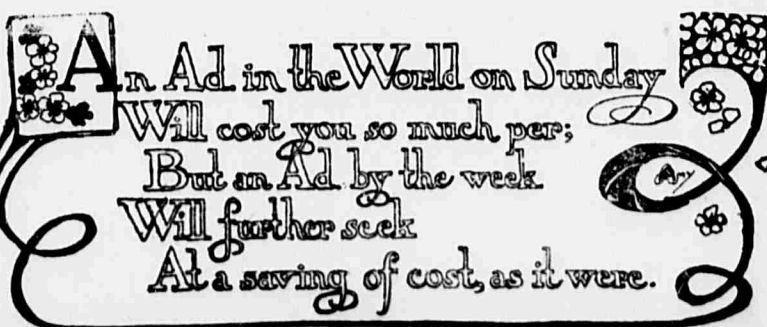
24 x 24 inches..... 2.45 doz.  
usual price 3.50  
26 x 26 " ..... 4.00 doz.  
usual price 5.50

Cotton Sheets and Pillow Cases at moderate prices.

Hemmed Sheets, 65c, 88c, 1.00 and 1.15  
Hemstitched Sheets, 72c, 97c, 1.10 " 1.25  
Hemmed Pillow Cases.. 21c, 23c " 25c  
Hemstitched Pillow Cases,  
25c, 27c " 29c

## JAMES MCGREERY & CO.

23rd Street 34th Street



An Ad in the World on Sunday  
Will cost you so much per  
But an Ad by the week  
Will further seek  
At a saving of cost as it were.